MAY 31 1988

PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Distribution DATE: May 26, 1988

FROM: A. Goldfarb

SUBJECT: $.25 Price Stickers

A modified price sticker had been developed for the Pittsburgh market, providing the consumer with a stronger indication of the offer. This item will be shipped directly from the supplier no later than the week of May 31.

The modified sticker will be identified as POS 142007 and should be used in lieu of existing stickers, as long as they last. Allocations are 8,000 per sales rep, with 20 stickers per sheet.

Should you have any questions, please call.

AG/nm

Distribution:

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